



BY THE NUMBERS

2014/15 INAUGURAL YEAR

PRESENTED BY



31,617 KM

Stop #1 - London, ON (Oct 11/12)

START



Distance travelled by the Sportsnet Mobile Studio



Stop #9 - Sudbury, ON (Dec 6/7)

Stop #4 - Red Deer, AB (Nov 1/2)

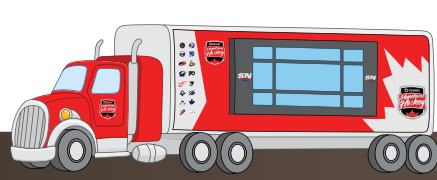
25

Communities Visited across all 10 provinces



6 TIME ZONES

(Pacific, Mountain, Central, Eastern, Atlantic, Newfoundland)



Stop #15 - Charlottetown, PEI (Jan 17/18)

MORE THAN 175,000

Canadians attended Rogers Hometown Hockey



52,697

FREE HOT CHOCOLATES



42,265

Scotiabank Commemorative Youth Jerseys distributed



50,000+

Dodge toques handed out



MORE THAN 200+

minor league hockey teams participated in Rogers Hometown Hockey



Stop #17 - St. John's, NL (Feb 7/8)

50+



NHL ALUMNI APPEARANCES

Including Guy Lafleur, Mark Messier, Eric Lindros and more



Stop #21 - Thompson, MB (Mar 7/8)

13,772



fans tested their on-air talents in the Sportsnet Be a Broadcaster studio

HOURS

Spent onsite by Rogers Hometown Hockey crew:

EVENT

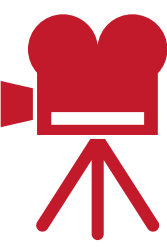


50 x 12 x 4 x 25 =

build staff hrs/day days stops

60,000 hrs

BROADCAST



20 x 12 x 3 x 25 =

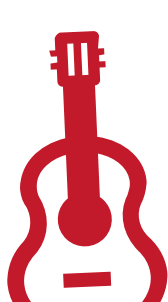
show staff hrs/day days stops

18,000 hrs



102 FEATURE STORIES

told about people in the community through the lens of hockey



71 LOCAL BAND PERFORMANCES



COUNTLESS PICTURES AND AUTOGRAPHS

by Ron MacLean

FINISH

Stop #25 - Kanata, ON (Apr 4/5)